



**Tanya Barham**

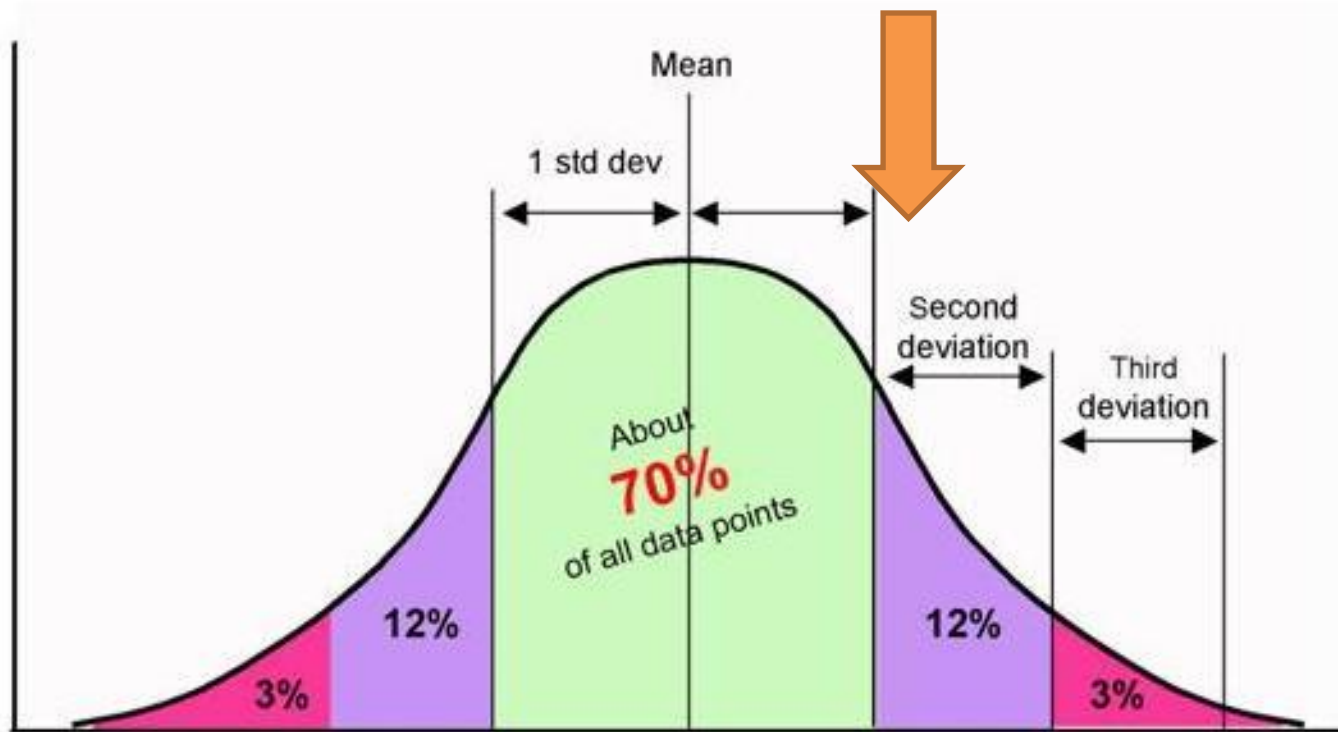
*Multnomah County, Wellness Manager  
Recess, Founder & CEO*

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#PDXwellness

What is 'wellness' anyway?





small  
actions  
X  
lots of  
people  
=  
BIG  
CHANGE



# Hero Benchmark// How Are Best Practices Assessed?



Program Level Management

Programs

Strategic Planning

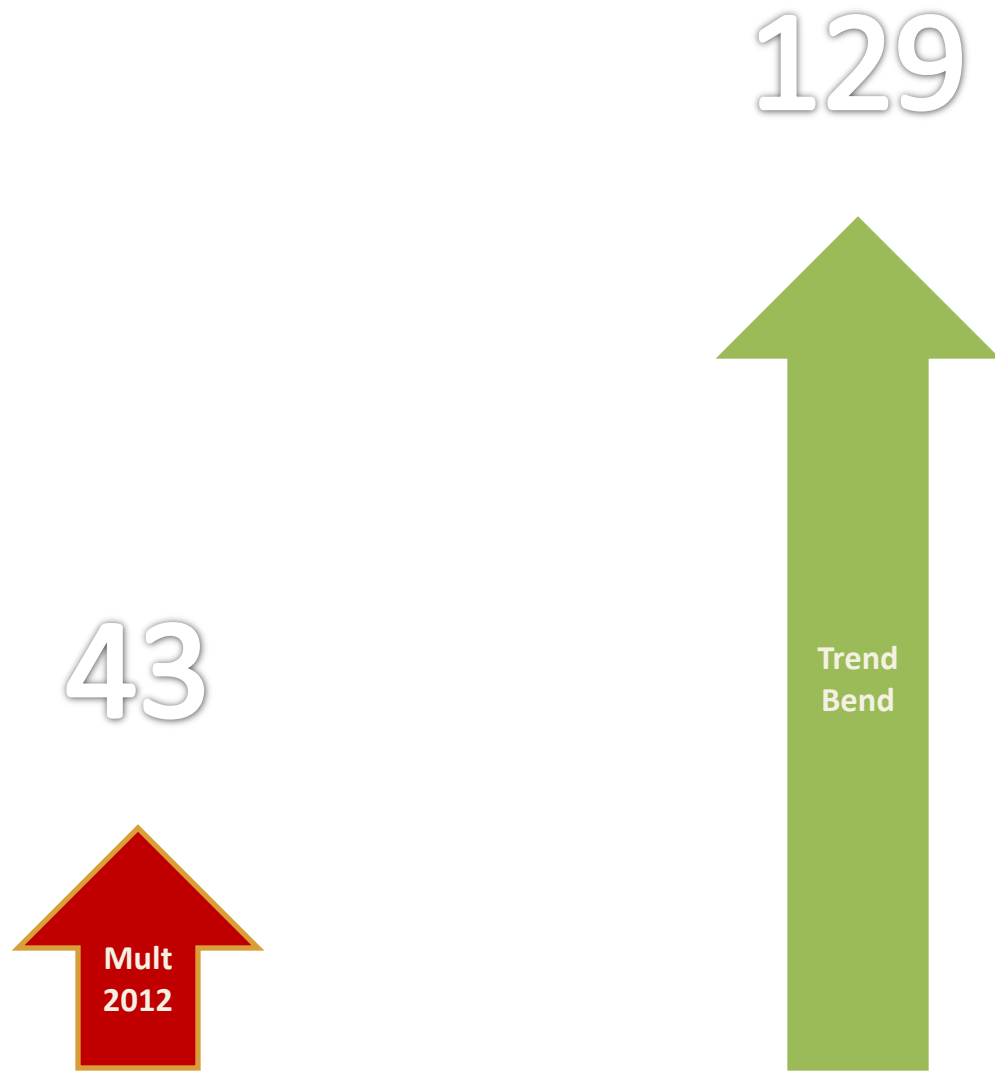
Leadership Engagement

Engagement Methods

Measurement & Evaluation



# Hero Benchmark// Identifying Roadmap





“Only **6.9%** of responding worksites offered a **comprehensive** worksite health promotion program.”



Gamify!!



Wireless!!



Social!!





Source// Nicholas Christakis and James Fowler

15%

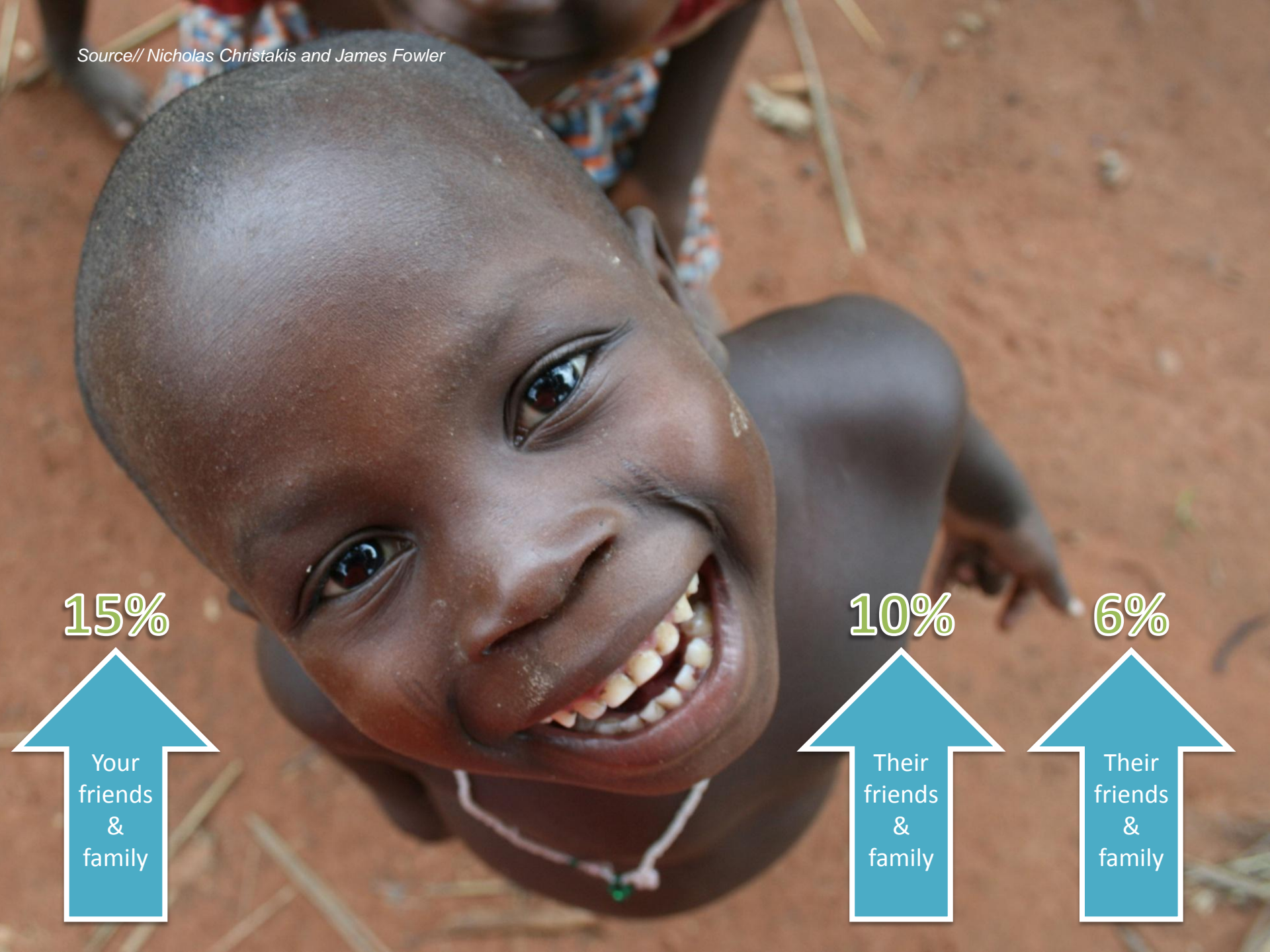
Your  
friends  
&  
family

10%

Their  
friends  
&  
family

6%

Their  
friends  
&  
family





Source// Nicholas Christakis and James Fowler

10%

You  
more  
likely to  
vote

6%

Your  
house  
more  
likely to  
vote

2%

Your  
friends  
more  
likely to  
vote

171%

Your  
mutual  
friend  
gains  
weight

40%

Your  
sibling  
gains  
weight

37%

Your  
spouse  
gains  
weight





*They say goldfish have no memory I  
guess their lives are much like mine  
and the little plastic castle is a  
surprise every time.*

- Ani DiFranco

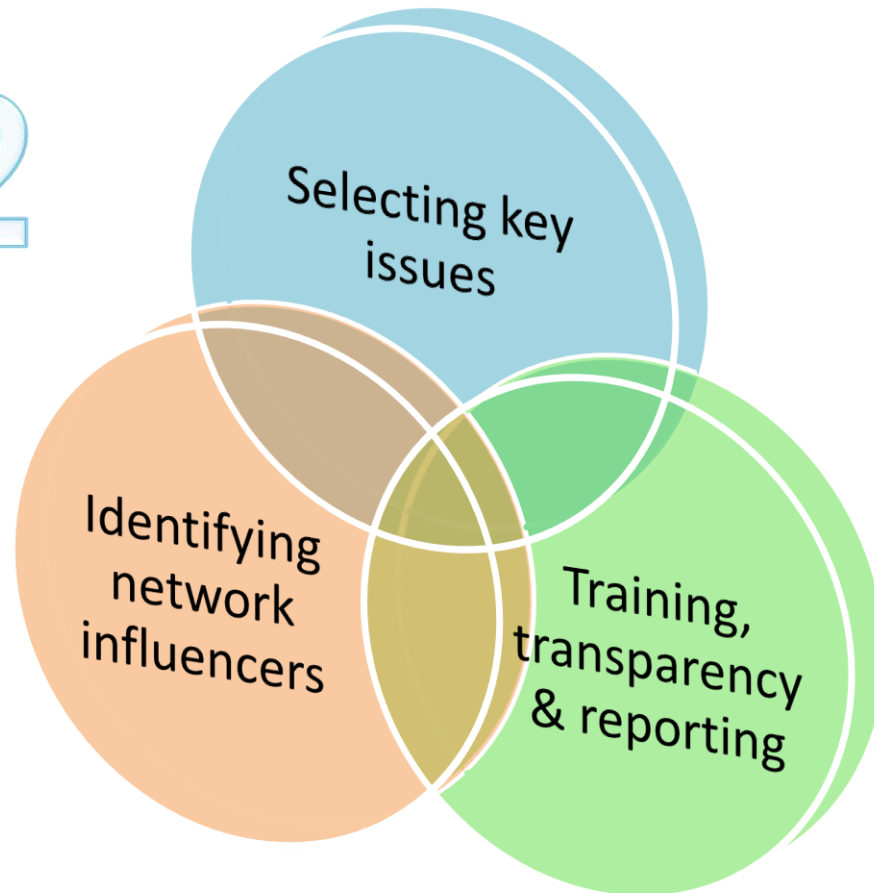


#1





# #2



#3

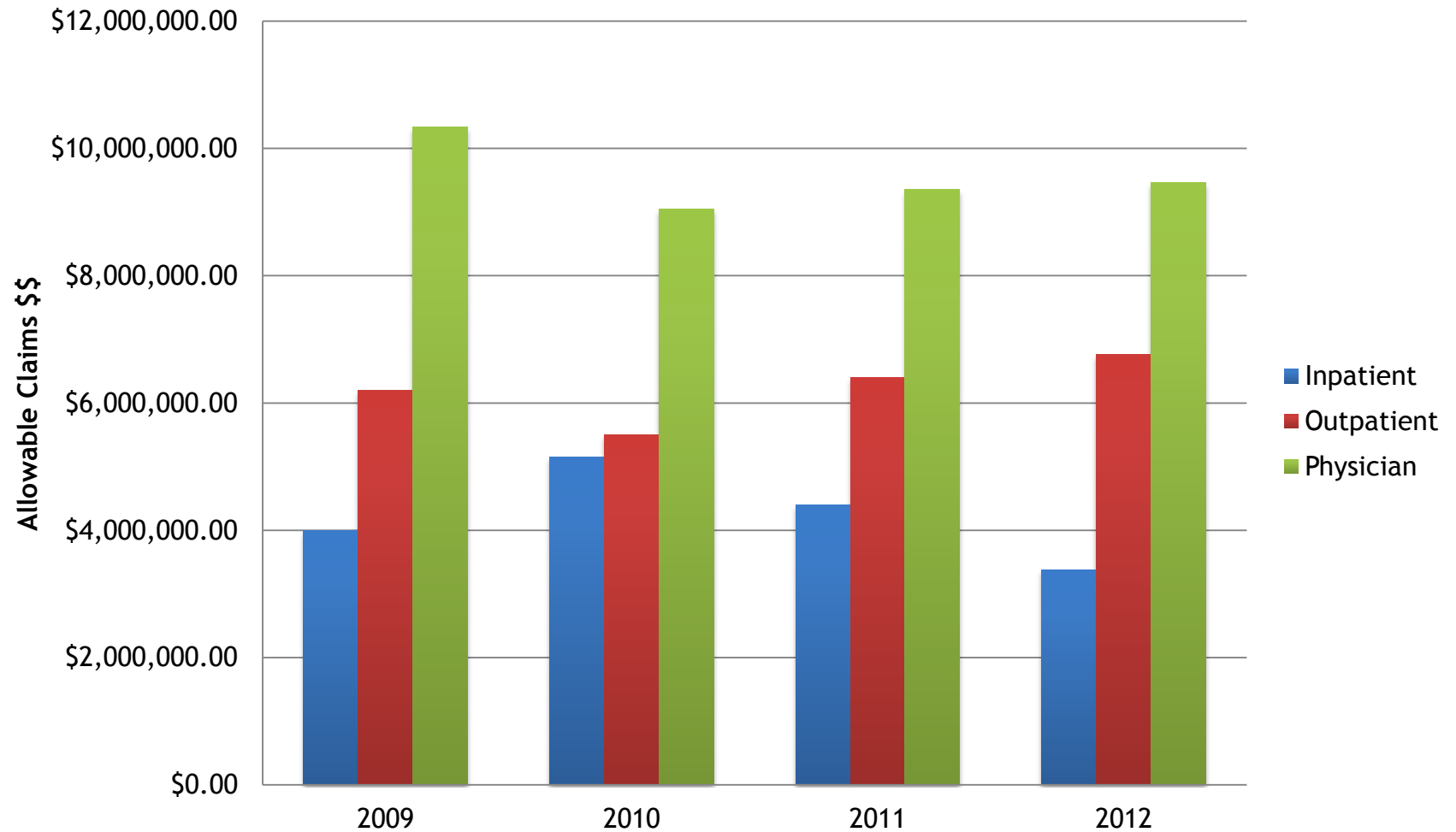
Only work on  
stuff that matters.



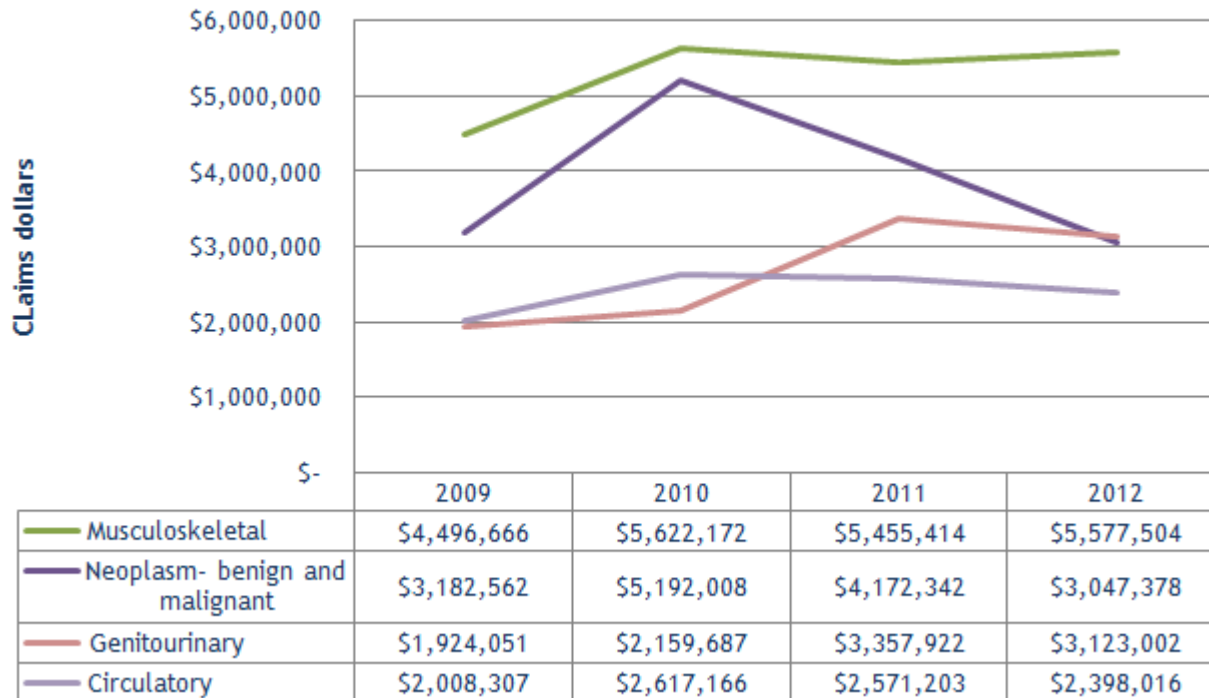
#4



### Multco - self insured plan (moda)

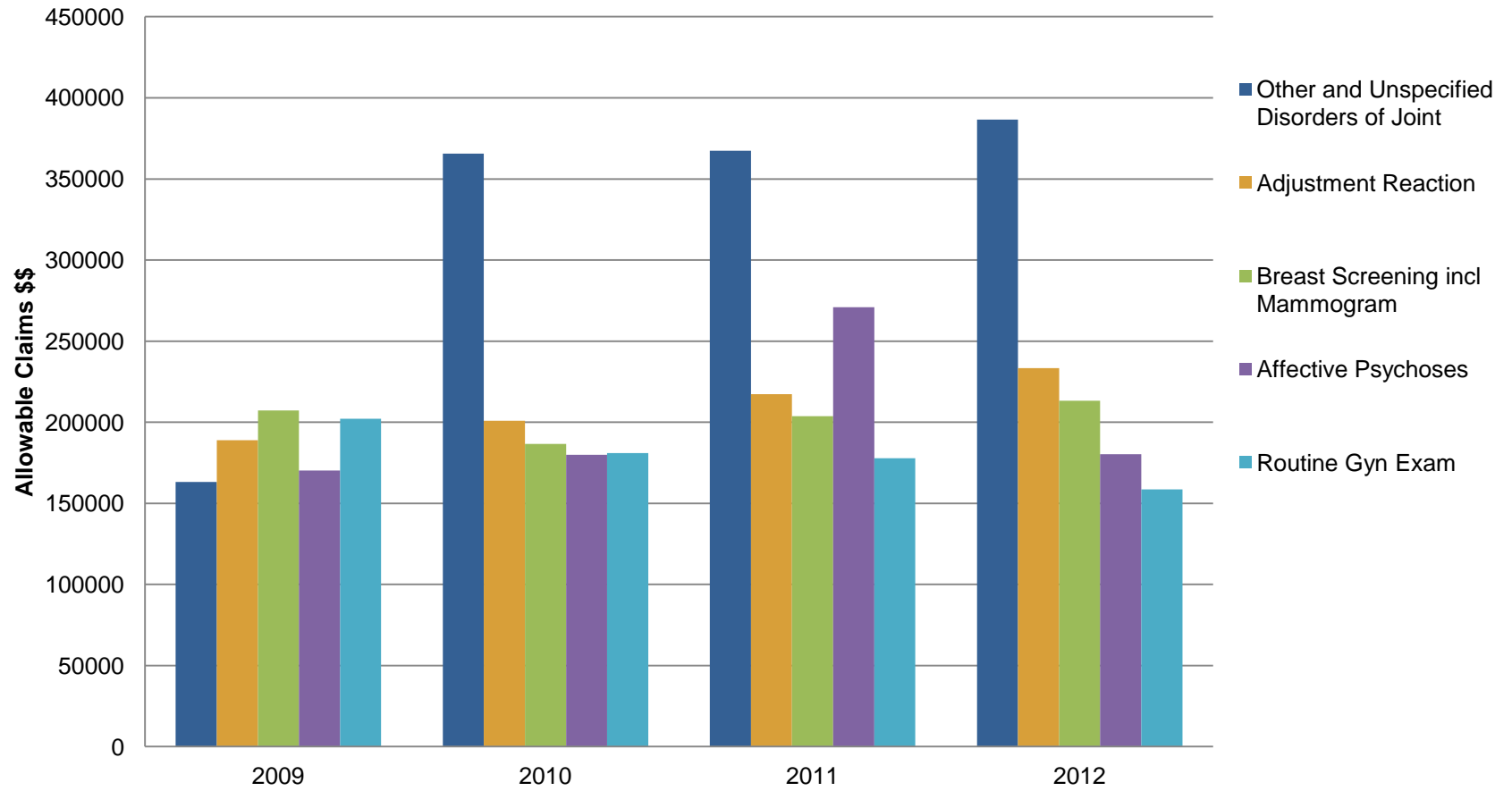


## Moda + Kaiser Costliest Conditions





### Most Prevalent Claims - Multco self-insured plan (moda)



Year	2011	2012
Top short term disability claims types by cost		
1	Pregnancy	Musculoskeletal
2	Mental Disorder	Tumor
3	Tumor	Pregnancy
4	Injury/Poisoning	Injury/Poisoning
Top long term disability claims types by cost		
1	Musculoskeletal	Musculoskeletal
2	Circulatory	Tumor
3	Tumor	Circulatory
4	Injury/Poisoning	Mental Disorder



**3 steps into his epic journey,**



**fluffy decided it was to much wurk**

ICANHASCHEEZBURGER.COM 🍕💎🍕




# Wellness Teams// What Motivates Your Champions?

*N=33 from aggregate Recess® surveys*


45% 45% 42% 30%




Help  
Others  
Become  
Healthier



Collaborat  
ive and  
social  
aspect of  
the work



Engage in  
new way  
with co-  
workers



Add  
variety to  
workday &  
learn  
about  
benefits



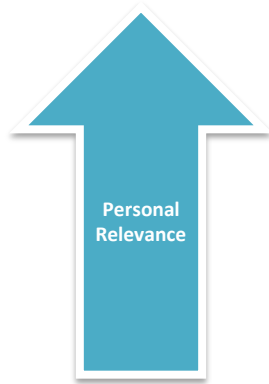
# Participants// What Enticed Them to Join?

*N=414 from aggregate Recess® surveys*

48%



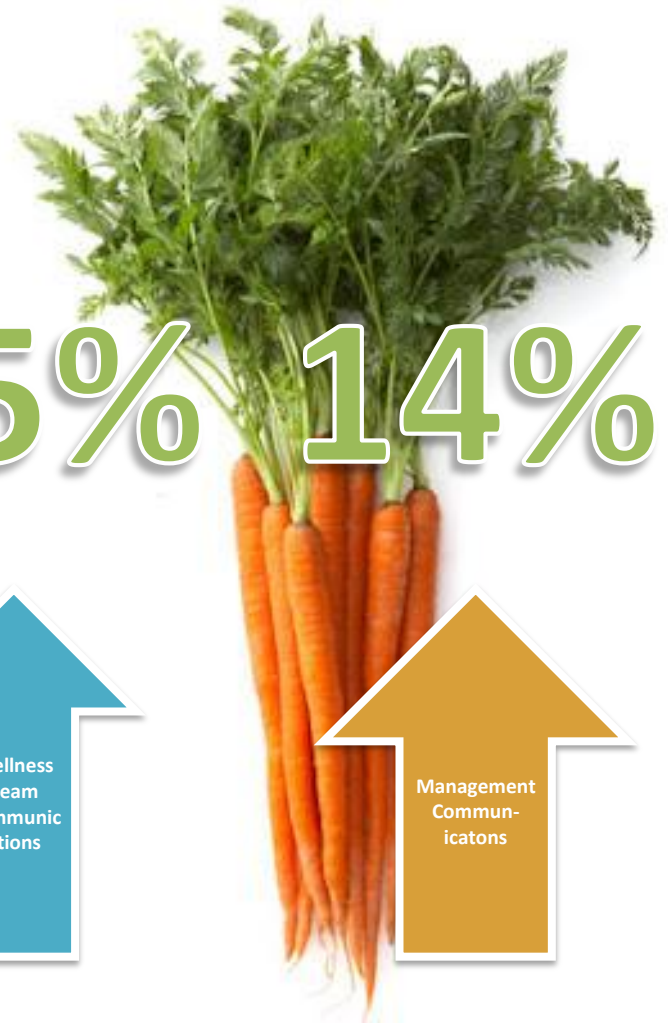
47%



35%



14%





Uh huh... yes... okay.  
Now how do you spell your  
last name? Is that French?  
Interesting. Now, I'm going  
to pretend I wrote that  
all down, and forward it  
to the "You're Not My Boss"  
department. Thanks for your  
call! Have a nice afternoon!



# Wellness Coordinator// What Traits are Needed?

N=33 from aggregate Recess® surveys

Please rate the following 1-Not at all true 3-Neutral 5-Very True



- The coordinator **followed through with commitments** made to our team. (5.0)
- The coordinator was **dependable**. (4.7)
- The coordinator **followed up on action items** between meetings. (4.6)
- The coordinator **attempted to distribute work** among team members. (4.4)
- The coordinator had a **consistent facilitation and meeting management style** throughout the campaign. (4.4)
- The coordinator **provided creative tactics** and strategies. (4.3)
- I **understood what the coordinator expected** of me after each meeting. (4.2)





# Candy Bowl Amnesty Program



**4**

**easy steps to help  
our co-workers  
achieve their goals**



# But, why?

67% <



Of County employees in a 2012 survey said **"reducing or maintaining body weight"** was a top wellness priority.

Let's eliminate obstacles to our co-workers reaching their goals.

Let's support each other in forming new habits.





**1.** Brave angry mob. Dump your candy into an envelope.





**2.** Address to “Wellness 503/3/300” and send via interoffice mail.





# 3.

**Trained wellness professionals will carefully dispose of the candy and send you a beautiful, limited edition clear plastic fruit bowl emblazoned with the “It Starts Here” insignia.**

**Please make sure we know who you are and where to send your bowl via interoffice mail.**



**4.** Upload a picture of you and your fruit/veggie bowl at: [commons.multco.us/candy](https://commons.multco.us/candy)  
We will help refill your bowl by giving you \$10 in Farmer's Market tokens.

## Campaign 1// Theme

"Main message was to motivate Multco staff and their families to engage in simple physical activities like walking and NEAT (fidgeting/moving/non exercise activity) that fits with their lives and preferences. "

➤ Check out our awesome sticky note poster for inspiration before you leave today!



## Campaign 1// Activities

- Kickoff
  - August 19-30 at Trimet bus pass renewal sites.
- Get up reminders
  - September 27-October 27
  - Subscribe to our Google calendar reminders to sneak a little movement in throughout your day.
  - Discuss meeting tips in your next staff meeting
- 50 Moves Challenge: Get Moving!
  - August 27-October 20
  - Do as many 'moves' as you can during this challenge
- Celebrate! Wrap up events
  - Week of October 28, locations throughout the county.





# Campaign 1// Communication Tactics

At the kickoff events employees shared What Moves Them on a sticky note and grabbed a MultcoMoves stress ball as thanks.

Our Wellness Team talked to thousands & gave away 1,500 NEAT-balls in 23 different locations!



## Campaign 1// Measurable Components

# 1 in 3

1 in every 3 county employees submitted a move to the 50 Moves Challenge

The average number of submissions per participant was 29.64

Starting in November of 2011 until October 20<sup>th</sup> when the challenge ended, the total number of form submissions for Multco commons as a whole was 67,944.

Of those 67,044 form submissions, 43,020 of them were from the 50 Moves Challenge alone and submitted in the two months between August 27<sup>th</sup> and October 20<sup>th</sup>.





# Participation// Benchmarks

Program Components	Multco Participation N=1451	Typical Participation
HRA – screening		30 – 60%
Individually tracked activities		40 – 70%
Mail / email based intervention		20 – 40%
Phone based intervention		15 – 35%
Action campaign – incentive	33%	10 – 25%
HRA – no screening		15 – 25%
On-site workshops		2 – 10%
Telephonic help line		2 – 5%



# Campaign 1// Changing Keystone Habits

**Eat breakfast**

**Take the Stairs Challenge**

**Drink more water**

**Stand up Hourly**

**Get Outside**

**Snack on Fruits**

**Take a quick walking break**

**Stretch Hourly**

**Shrug your shoulders**

**Walk over and talk to someone instead of a calling/emailing**



## Campaign 1// Novel and Surprising Grassroots Ideas



It has long been a tradition at the Library Administration Building to celebrate TGIF by having a Friday morning dance party to kick off the day at 8 am. Shown dancing to Blondie's Heart of Glass are Hester O'Neil, Cathy Camper and Becky Roth. Dancing adds happiness, fun and



# Campaign 1// Inspiring Change Through Small Steps



## Case Study: Laurie Wolff

Department of County Human Services  
Schools Uniting Neighborhoods Services System Division



[commons.multco.us/campaign1](https://commons.multco.us/campaign1)



## Tools of the past – Equipment & Classes

1.8 staff members in Wellness

47 pieces of equipment in 9 out of 80 County locations

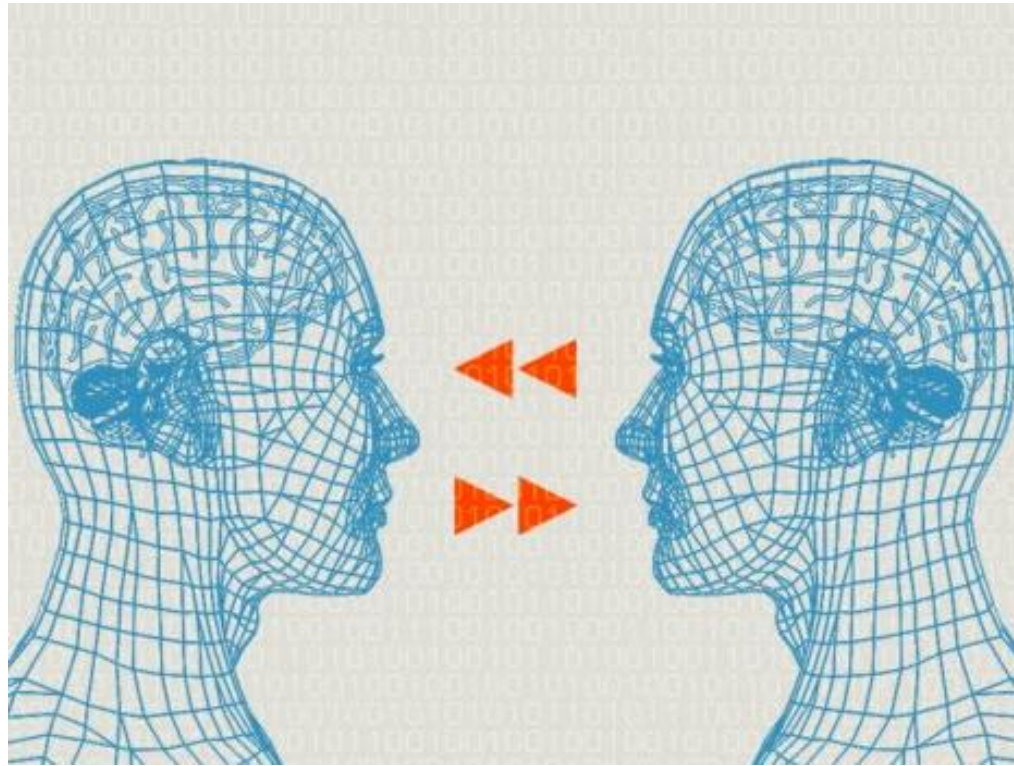
7 years– average age of equipment – much from the 90s

5 class locations, 9 classes with an average of 5-10 students each

\$500,000 per year to maintain. Less than 1% engaged







## Tools of the future – Brains & Connection

44 Wellness Team members from every department in the County

21 Candy Bowl Amnesty Participants

27 Street Team members

50+ Treasure Hunt prize winners

33% engagement with incentives < \$0.55 per employee

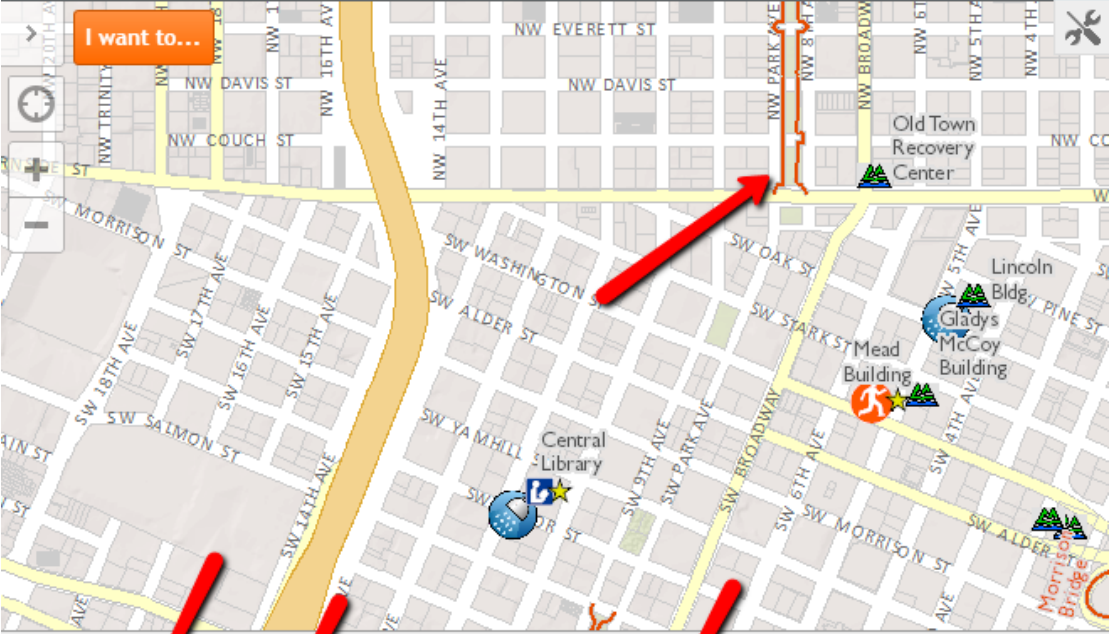


# Structural Change// Investing in Connection

Multnomah County  
Wellness Resources

Search...

I want to...



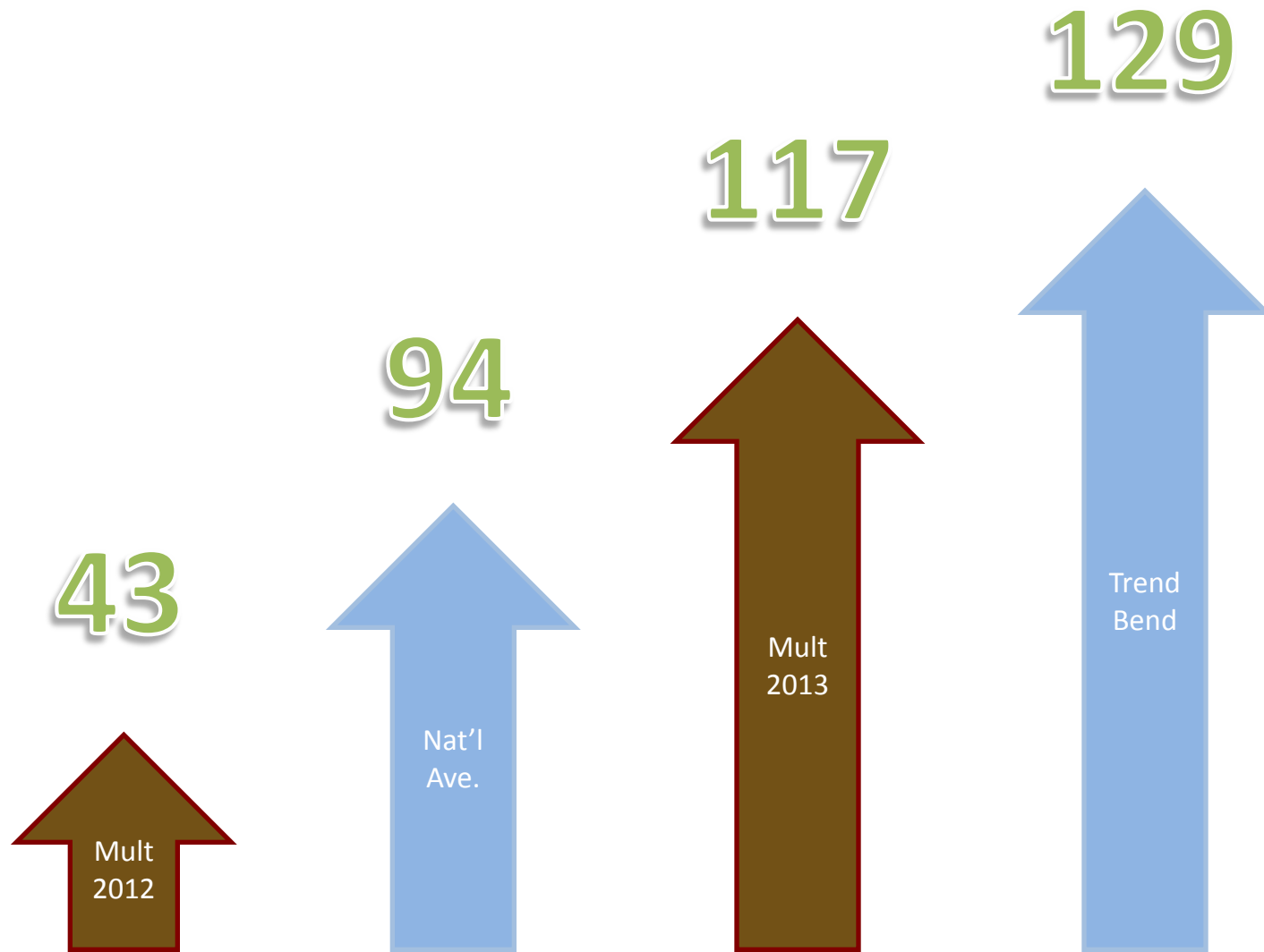
Identify Results

Fitness Classes Fitness Centers County Buildin... Showers

Building Code	Building Name	Address	City	BldgState	Zip Code	BldgLeaseOwr
	Mead Building	421 SW 5th Ave	Portland	OR	97204-2205	Owned
	Central Library	801 SW 10th Ave	Portland	OR	97205-2520	Owned



# Hero Redux// Structural Improvements



## Employers With Effective Employee Communications Very Likely to Report Improvement in Medical Cost Trend Due to EHM Program

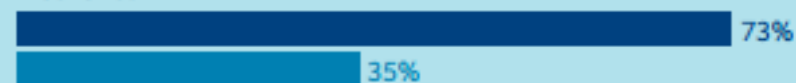
*Percentage of respondents reporting improved trend*

Respondent self-assessment  
■ Very effective/effective ■ Not very effective/not effective at all

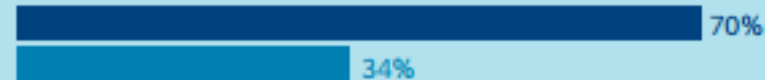
### Employee communications



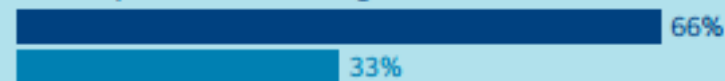
### Incentives



### Strategic planning



### Medical plan access and design



### Measurement and evaluation



### Senior leadership support



### Coordination of EHM programs



Engagement  
Methods - 8

Engagement  
Methods - 39

Leadership support  
- 9

Leadership  
Support- 23

Programs - 13

Programs - 29



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